



# City of South Pasadena

## Redistricting Public Hearing

January 19, 2022

Ken Chawkins, Consultant  
National Demographics Corporation

# Outreach Overview

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## **Outreach and public engagement efforts to date include:**

- A virtual community workshop about redistricting and communities of interest
- Created a dedicated website for the redistricting process:  
[southpasadenaca.gov/redistricting](https://southpasadenaca.gov/redistricting)
- An informational mailer sent to all South Pasadena residents on January X, 2022 promoting the redistricting process and remaining schedule
- Social media, phone and email outreach promoting educational material on redistricting, including press releases and videos
  - Distributed flyers to encourage public participation at the October 28, 2021 workshop and tonight's public hearing
  - Contacted community-based organizations via phone to inform them of the redistricting process and how to get involved
  - Created a community survey encouraging residents to share their communities of interest through the City's redistricting website

**Another virtual community workshop about redistricting and the mapping tools is scheduled for January 31, 2021 at 6:00 p.m.**

# Redistricting Process

Step	Description
October 28, 2021 Public Workshop	<ul style="list-style-type: none"><li>• ID Neighborhoods and Communities of Interest</li><li>• Review process</li><li>• Overview of mapping tools</li></ul>
November 17, 2021 Public Hearing #1	<ul style="list-style-type: none"><li>• Prior to release of Draft Maps</li><li>• ID Neighborhoods and Communities of Interest and Secondary areas</li><li>• Overview of process and mapping tools</li></ul>
January 19, 2022 Public Hearing #2	<ul style="list-style-type: none"><li>• Prior to release of Draft Maps</li><li>• ID Neighborhoods and Communities of Interest and Secondary areas</li><li>• Overview of process and mapping tools</li></ul>
January 31, 2022 Public Workshop	<ul style="list-style-type: none"><li>• Review process and Communities of Interest submissions</li><li>• Tutorial on mapping tools</li></ul>
February 19, 2022	<ul style="list-style-type: none"><li>• Deadline to submit draft maps</li></ul>
March 2, 2022 Public Hearing #3	<ul style="list-style-type: none"><li>• Review and refine maps</li><li>• Receive feedback from the public and City Council</li></ul>
March 16, 2022 Public Hearing #4	<ul style="list-style-type: none"><li>• Review maps</li><li>• City Council adopts final map</li></ul>
April 17, 2022 Map Deadline	<ul style="list-style-type: none"><li>• Council must adopt final map by this date</li></ul>

# Redistricting Rules and Goals

## 1. Federal Laws

- **Equal Population**
- **Federal Voting Rights Act**
- **No Racial Gerrymandering**



## 2. California Criteria for Cities

1. **Geographically contiguous**
2. **Undivided neighborhoods and “communities of interest”**  
(Socio-economic geographic areas that should be kept together)
3. **Easily identifiable boundaries**
4. **Compact**  
(Do not bypass one group of people to get to a more distant group of people)

## 3. Other Traditional Redistricting Principles

- **Minimize voters shifted to different election years**
- **Respect voters’ choices / continuity in office**
- **Future population growth**
- **Preserving the core of existing districts**

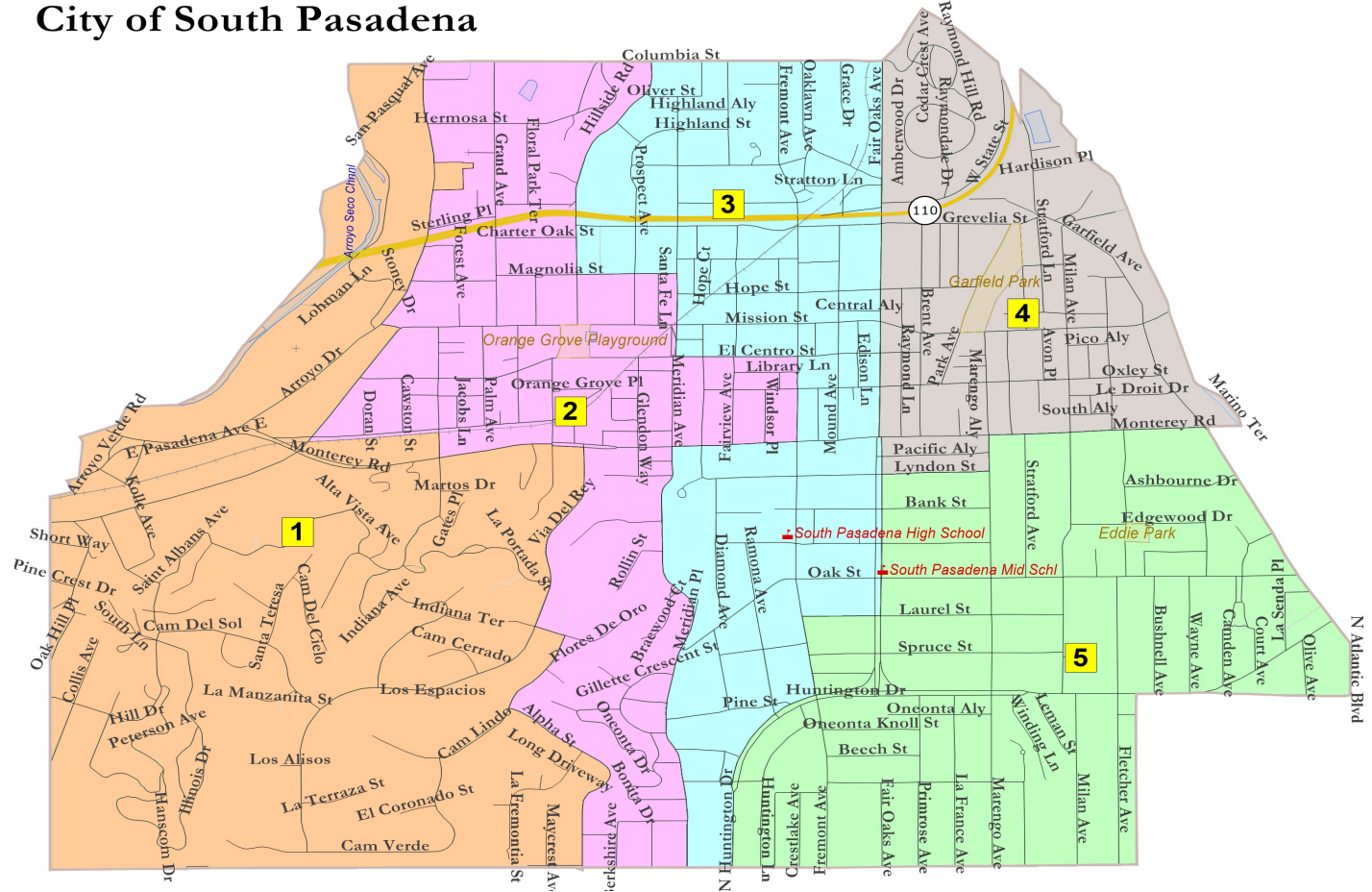
**Prohibited:** “Shall not favor or discriminate against a political party.”



# South Pasadena Council

## City of South Pasadena

- D1 – Zneimer
- D2 – Donovan
- D3 – Primuth
- D4 – Cacciotti
- D5 – Mahmud



# South Pasadena – Council Demographics

District		1	2	3	4	5	Total
2020	2020 Census (Adjusted)	5,497	5,076	5,714	5,503	5,230	27,020
	Deviation from ideal	93	-328	310	99	-174	638
	% Deviation	1.72%	-6.07%	5.74%	1.83%	-3.22%	11.81%
2020 Total Pop	% Hisp	18%	20%	24%	22%	19%	21%
	% NH White	28%	40%	35%	38%	39%	36%
	% NH Black	3%	3%	3%	4%	-63%	3%
	% Asian-American	48%	34%	35%	33%	37%	38%
Citizen Voting Age Pop	Total	3,627	3,524	3,476	3,222	3,517	17,366
	% Hisp	18%	16%	19%	21%	18%	18%
	% NH White	37%	53%	51%	54%	56%	50%
	% NH Black	6%	3%	3%	6%	0%	4%
Voter Registration (Nov 2020)	% Asian/Pac.Isl.	39%	28%	27%	19%	26%	28%
	Total	3,698	3,431	3,600	3,269	3,819	17,817
	% Latino est.	15%	16%	22%	19%	15%	17%
	% Spanish-Surnamed	14%	15%	20%	18%	14%	16%
	% Asian-Surnamed	33%	19%	18%	15%	22%	22%
	% Filipino-Surnamed	1%	1%	2%	1%	1%	1%
Voter Turnout (Nov 2018)	% NH White est.	46%	60%	57%	59%	62%	56%
	% NH Black	7%	3%	2%	6%	0%	4%
	Total	2,516	2,101	2,179	2,181	2,687	11,664
	% Latino est.	14%	17%	22%	18%	14%	17%
	% Spanish-Surnamed	13%	16%	20%	16%	13%	16%
	% Asian-Surnamed	30%	16%	14%	13%	19%	19%
Voter Turnout (Nov 2020)	% Filipino-Surnamed	1%	1%	2%	1%	1%	1%
	% NH White est.	49%	61%	59%	63%	66%	60%
	% NH Black	7%	3%	2%	6%	0%	4%
	Total	3,202	3,028	3,072	2,882	3,345	15,529
	% Latino est.	14%	16%	21%	18%	15%	17%
	% Spanish-Surnamed	13%	15%	19%	17%	14%	16%
	% Asian-Surnamed	32%	19%	18%	15%	22%	21%
	% Filipino-Surnamed	1%	1%	2%	1%	1%	1%
	% NH White est.	46%	60%	58%	60%	63%	57%
	% NH Black est.	7%	3%	2%	6%	0%	4%

# Defining Neighborhoods

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**1<sup>st</sup> Question: What is your neighborhood?**

**2<sup>nd</sup> Question: What are its geographic boundaries?**

**Examples of physical features defining a neighborhood boundary:**

- Natural neighborhood dividing lines, such as highway or major roads, rivers, canals and/or hills
- Areas around parks or schools
- Other neighborhood landmarks

**In the absence of public testimony, planning records and other similar documents may provide definition.**



# Beyond Neighborhoods: Defining Communities of Interest

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## 1<sup>st</sup> Question: What defines your community?

- Geographic Area, plus
- Shared issue or characteristic
  - Shared social or economic interest
  - Impacted by city policies
- Tell us “your community’s story”

## 2<sup>nd</sup> Question: Would this community benefit from being “included within a single district for purposes of its effective and fair representation”?

- Or would it benefit more from having multiple representatives?

Definitions of Communities of Interest may not include relationships with political parties, incumbents, or political candidates.

# Public Input Received: Neighborhoods and Communities of Interest

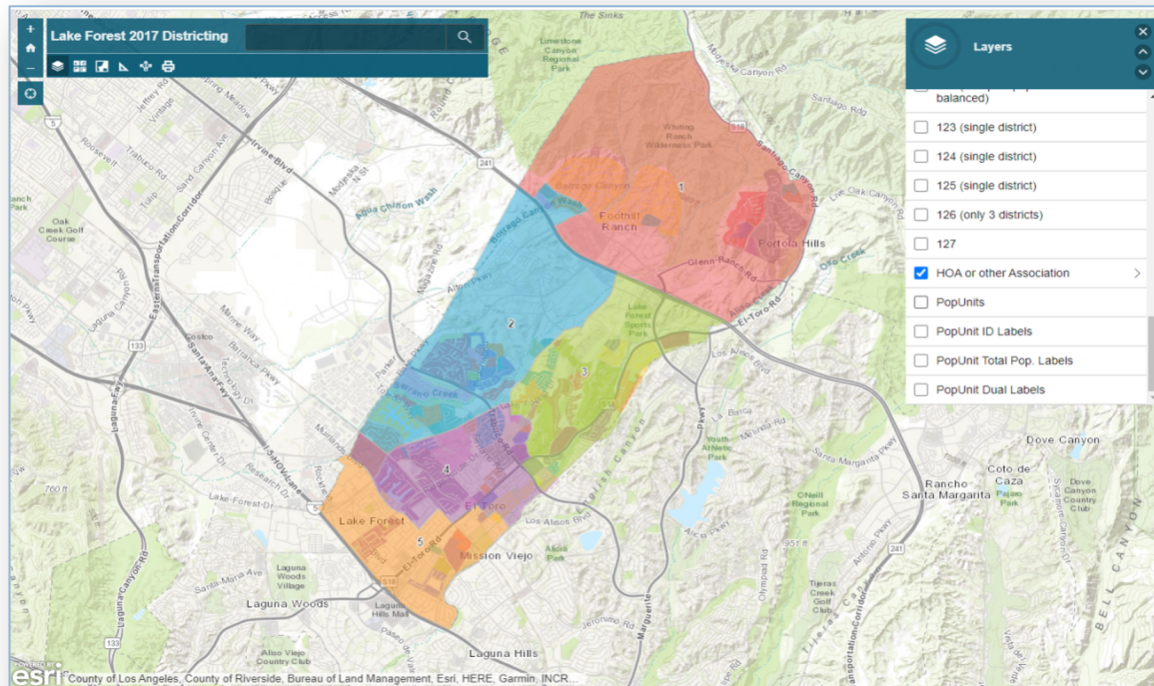
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- **Indiana Ave. and Monterey Rd.**
  - Should be included in the district north of Monterey Rd.
  - Close to Arroyo School
- **Homeowners and Renters**
  - Los Altos Viejos homeowners
  - Meridian Corridor – multifamily units
- **Traffic patterns**
  - Monterey
  - Marino and Alhambra; Grevalia and Mission
- **School districts**
  - Monterey Hills School District
  - Marengo Elementary District
- **District 1**
  - Monterey Rd. and Via Del Rey
- **Monterey Hills – older homes**
- **Mission District**
- **“Southwest Pasadena”**
  - Between Alhambra Rd. and Monterey Rd.
- **Neighborhoods**
  - Garfield Park, Raymond Hill, Mission and Fair Oaks
  - LA City and San Marino, Monterey Rd. to Huntington Dr.
  - Alta Vista and Peterson with a southern boundary of Monterey Rd.
  - Glendon Way and Court, south of El Centro and the Gold Line Station
  - Adjacent to LA City
  - Near public transportation (Metro Station)

# Simple Map Review Tool

## Online Interactive Review Map

- ESRI's "ArcGIS Online" – similar to Google Maps in ease of use
- Used to review, analyze and compare maps, not to create them
- Includes overlays of “community of interest” and other data

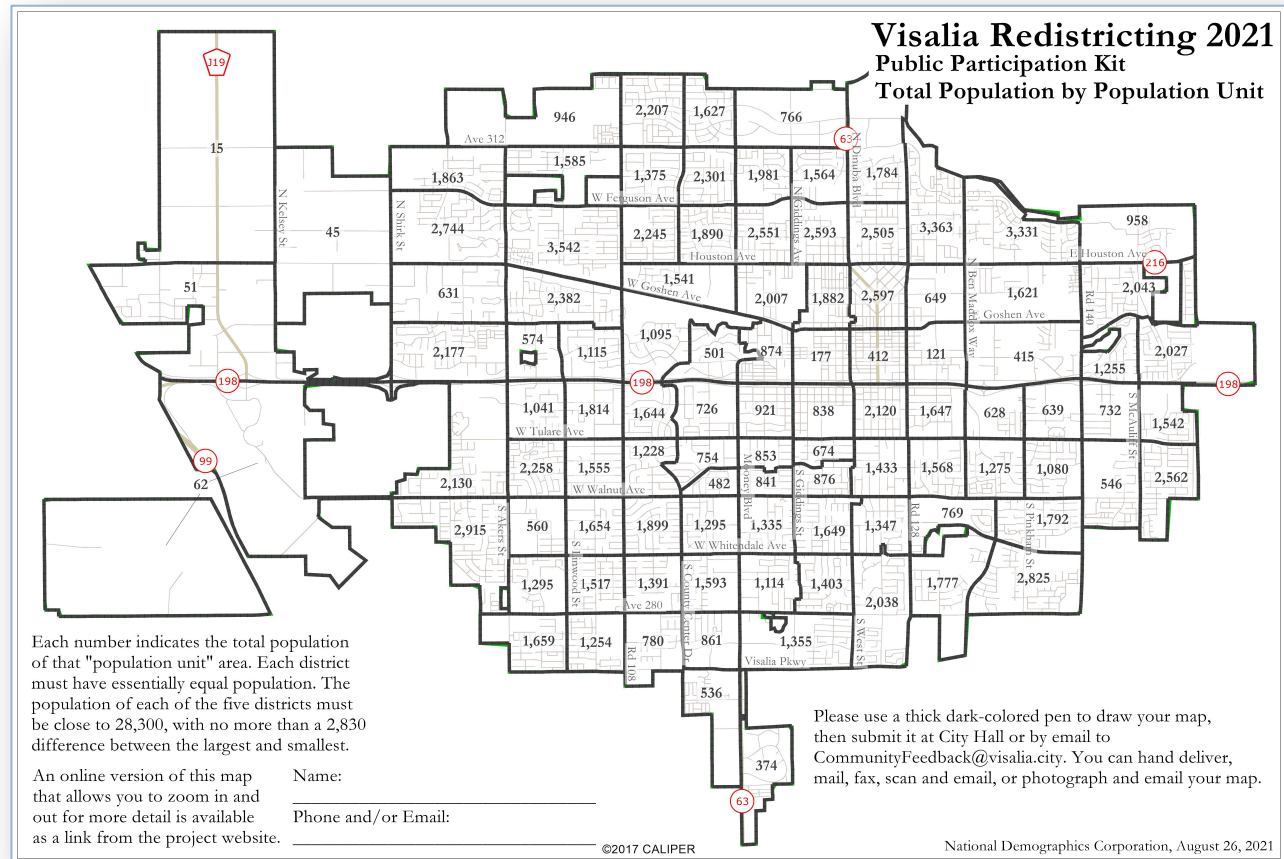




# Simple Map Drawing Tool

## Paper “Public Participation Kit”

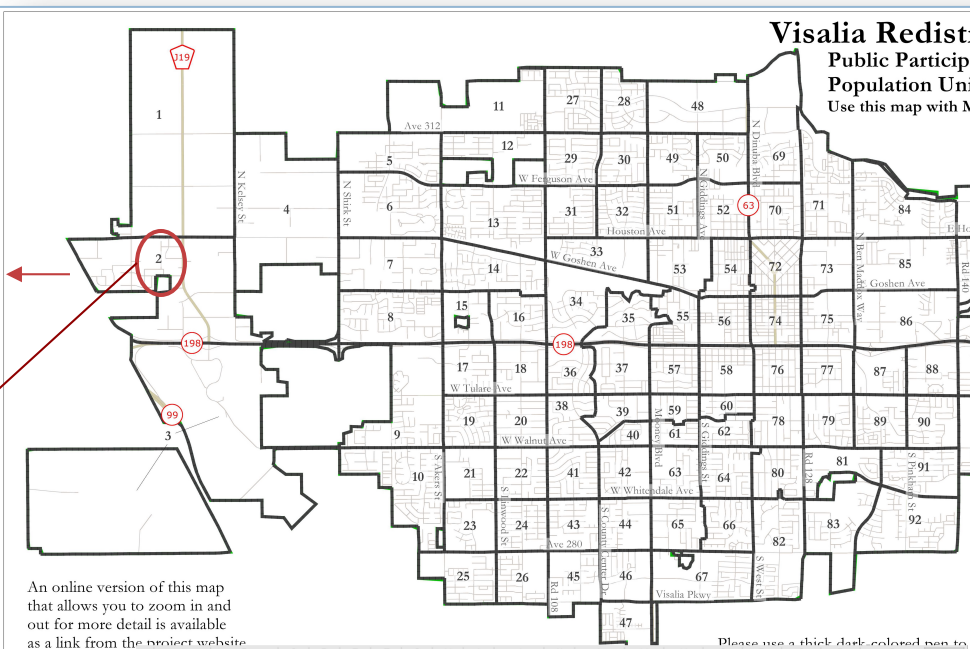
- For those without internet access or who prefer paper
- Total Population Counts only – no demographic numbers



# Simple Map Drawing Tool + Excel Supplement

## “Public Participation Kit”

- For those who know Excel and do not wish to use online tools
- Adds CVAP data
- Excel does the math



An online version of this map that allows you to zoom in and out for more detail is available as a link from the project website.

AutoSave ☐ Lake Forest 5-district Kit\_ENG.xlsx

File Home Insert Page Layout Formulas Data Review View Help Acrobat

Clipboard Font Alignment Number

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V			
1	District	Pop	Total Population					Voting Age Population					Citizen Voting Age Population					Nov. 2014 Registration					N		
2	(1-7)	Unit	Tot. Pop.	Hisp	NH	Blk	NH	Asn	total	Hisp	Whit	Blk	NH	Asn	tot	Hisp	Whit	Blk	NH	Asn	tot	latino	asn	fil	tot
3		1	1,216	812	357	18	15	873	397	442	12	831	390	441	0	0	574	195	7	3	245	63			
4		2	2,367	1,128	1,053	43	96	1,784	741	899	74	1,915	730	1,140	0	45	1,299	435	14	7	555	140			
5		3	1,643	768	278	42	25	1,036	741	236	15	400	235	145	0	20	505	286	3	4	161	73			
6		4	1,768	734	855	62	84	1,272	464	685	62	1,231	461	639	19	111	1,022	366	11	11	391	89			
7		5	2,001	209	1,655	14	79	1,639	144	1,392	64	1,511	88	1,337	12	38	1,776	146	46	7	1,089	67			
8		6	612	56	499	4	39	517	37	440	26	471	22	423	3	15	525	38	15	2	337	18			
9		7	1,753	1,180	501	20	10	1,245	767	494	10	780	232	440	0	0	797	236	7	4	241	70			

Sum by District Assigned  
City of San Buenaventura 2017 Public Participation Kit

enter your name here

Group	Category	1	2	3	4	5	6	7	Unassigned	Total	1	2	3	4	5	6	7	Unassigned	Total
Total Population	Tot. Pop.	0	0	0	0	0	0	0	107,197	107,197	0	-100%	-100%	-100%	-100%	-100%	-100%	-100%	0.00%
	Deviation from Ideal	-15,314	-15,314	-15,314	-15,314	-15,314	-15,314	-15,314	0	0	34,182	34,182	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	32%
	Hispanic	0	0	0	0	0	0	0	64,294	64,294	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	60%
	NH White	0	0	0	0	0	0	0	1,919	1,919	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	2%
	NH Black	0	0	0	0	0	0	0	4,520	4,520	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	4%
	NH Asian	0	0	0	0	0	0	0	53,090	53,090	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	24%
	Total CVAP	0	0	0	0	0	0	0	22,928	22,928	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	38%
	Hispanic	0	0	0	0	0	0	0	53,657	53,657	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	50%
	NH White	0	0	0	0	0	0	0	3,491	3,491	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	2%
	NH Black	0	0	0	0	0	0	0	77,063	77,063	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	60%
	NH Asian	0	0	0	0	0	0	0	63,996	63,996	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	33%
	Total Reg	0	0	0	0	0	0	0	13,374	13,374	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	1%
	Latino	0	0	0	0	0	0	0	1,100	1,100	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	0%
	Asian	0	0	0	0	0	0	0	462	462	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	0%
	Hispanic	0	0	0	0	0	0	0	30,448	30,448	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	23%
	Total Votes	0	0	0	0	0	0	0	4,317	4,317	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	0%
	Latino	0	0	0	0	0	0	0	461	461	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	0%
	Asian	0	0	0	0	0	0	0	181	181	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	0%
	Hispanic	0	0	0	0	0	0	0	164	164	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	*DIV/0	0%

Submitter's Comments about the plan:  
I think this map makes sense because ...



# Dave's Redistricting App

## Full Database

- Easy to learn
- Easy to use / Paint brush
- <https://davesredistricting.org/maps#home>

To get started your first time on this site, click "Sign Up" and it will ask you to create a user name and password.

LOG IN SIGN UP

Welcome to Dave's Redistricting

State pages have links to state redistricting websites.

Submit your testimony to make your voice heard.

Advocate for your community!

PICK A STATE LEARN MORE

SUPPORTERS

Click a state to go to its page.

If you already have a user name and password, click "Log In"

Partisan Redistricting Control

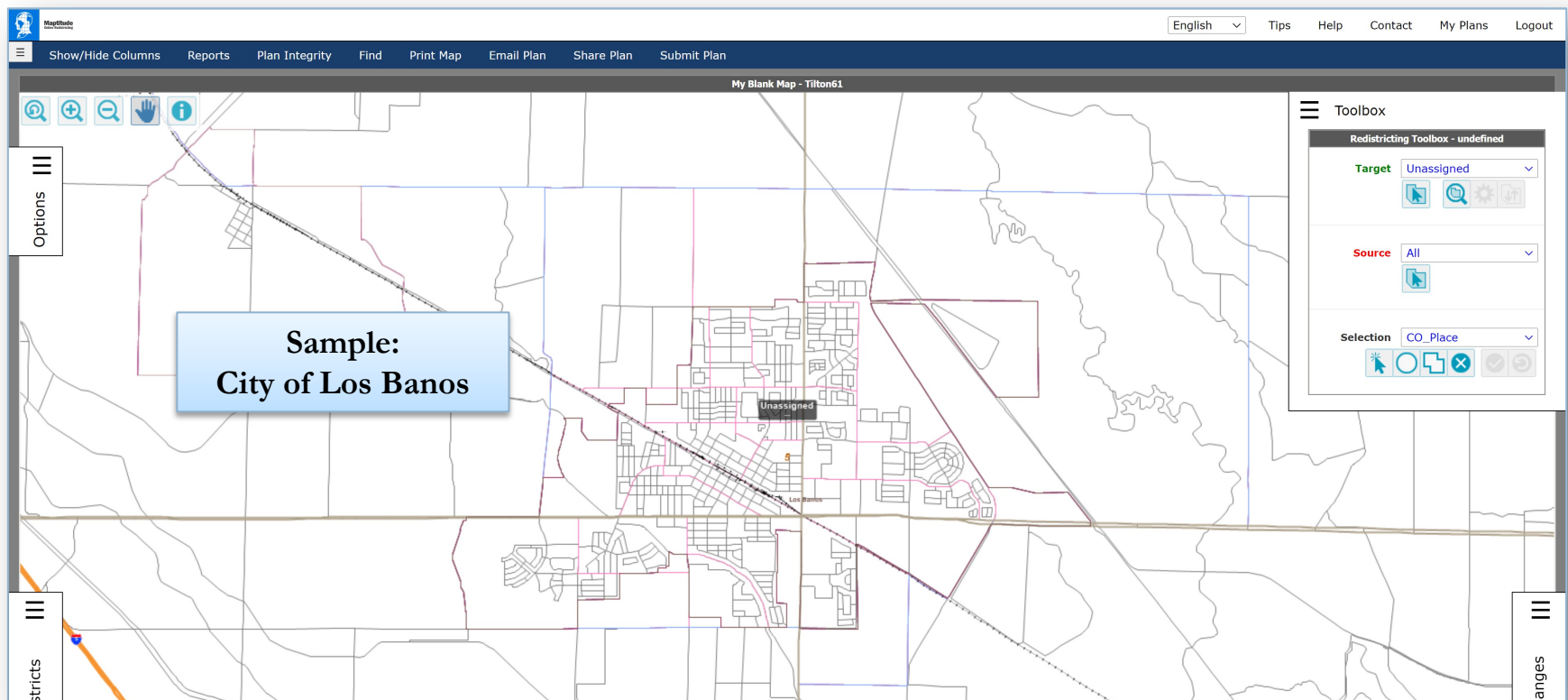
- Independent Commission
- Split Control
- Republican Control
- Democratic Control

Source: Wikipedia

# Caliper's “Maptitude Online Redistricting”

## Full Database, Powerful Online Mapping Tool

- Powerful, common, data-rich online tool
- Six language options: English, Spanish, Portuguese, Vietnamese, Mandarin and Korean



# Share Your Thoughts

Website: [southpasadenaca.gov/redistricting](https://southpasadenaca.gov/redistricting)

Phone: 626-403-7230

Email: [redistricting@southpasadenaca.gov](mailto:redistricting@southpasadenaca.gov)

The screenshot shows the City of South Pasadena website. The header includes the city name and a navigation bar with links for 'I WANT TO...', 'RESIDENTS', 'BUSINESSES', 'VISITORS', and 'GOVERNMENT'. A search bar is located on the right. The left sidebar lists various city departments and offices, with 'Redistricting' highlighted. The main content area is titled 'REDISTRICTING' and includes a 'Government »' breadcrumb. Below the title are links for 'Calendar', 'Community Survey', 'Draft Maps', 'Draw a Map', 'FAQs', and 'Resources'. A section titled 'The Redistricting Process' explains that every 10 years, local governments use new data from the Census to redraw district lines. It states that the City of South Pasadena is asking for public input to plan, draw, and redive new City districts. The text begins with 'You will help us define the five City Council districts for the City of South Pasadena, and these'.

City of  
**SOUTH PASADENA**

I WANT TO... RESIDENTS BUSINESSES VISITORS GOVERNMENT Search...

+ Departments  
+ City Council Meetings  
+ City Council  
Compensation  
+ Boards & Commissions  
City Attorney  
City Treasurer  
City Manager  
City Clerk  
Elections  
Redistricting

Government »

## REDISTRICTING

Font Size: + - + Share & Bookmark Feedback Print

[Calendar](#) | [Community Survey](#) | [Draft Maps](#) | [Draw a Map](#) | [FAQs](#) | [Resources](#)

### The Redistricting Process

Every 10 years, local governments use new data from the Census to redraw their district lines to reflect how local populations have changed. State law requires cities and counties to engage communities in the redistricting process by holding public hearings and doing public outreach, including to underrepresented and non-English-speaking communities. The City of South Pasadena is asking for your help to plan, draw, and redive new City districts.

You will help us define the five City Council districts for the City of South Pasadena, and these